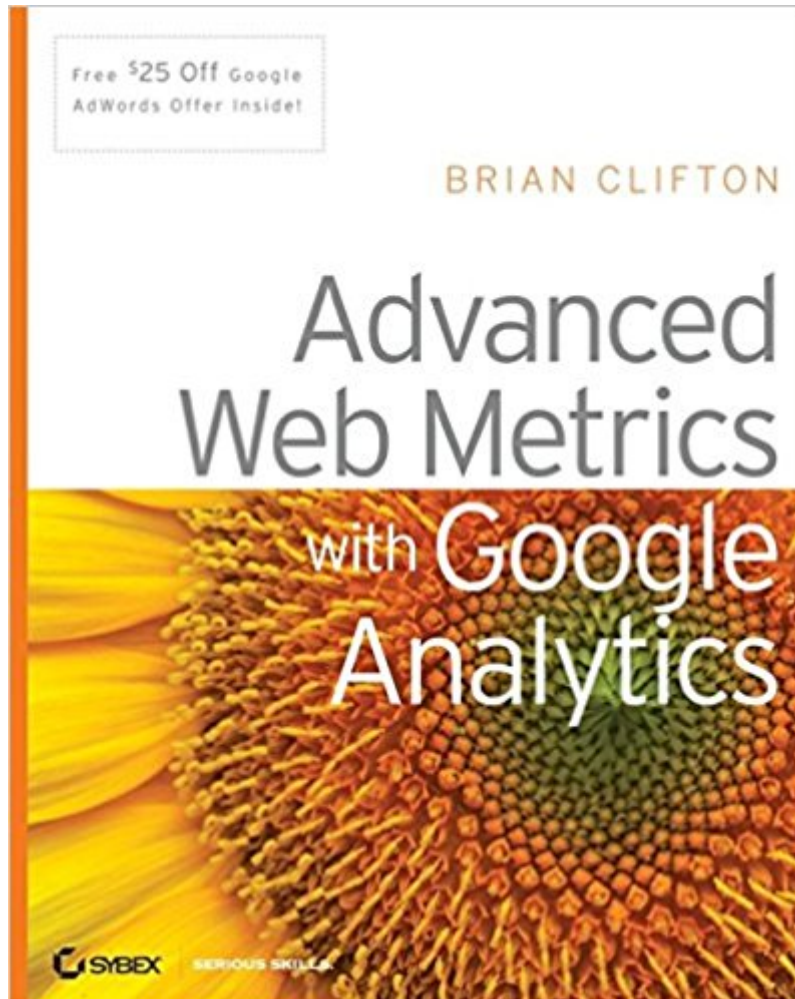


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# Advanced Web Metrics With Google Analytics



## Synopsis

Are you getting the most out of your website? Google insider and web metrics expert Brian Clifton reveals the information you need to get a true picture of your site's impact and stay competitive using Google Analytics (GA) and the latest web metrics methodologies. Which marketing campaigns work best? How do you quantify their success? What indicators should you track? Packed with techniques and insider secrets not documented elsewhere, this book has the expert guidance you need to enhance your brand and increase your site's ROI.

## Book Information

Paperback: 384 pages

Publisher: Sybex; 1 edition (March 31, 2008)

Language: English

ISBN-10: 0470253126

ISBN-13: 978-0470253120

Product Dimensions: 7.3 x 0.8 x 9.2 inches

Shipping Weight: 1.3 pounds

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (49 customer reviews)

Best Sellers Rank: #1,821,070 in Books (See Top 100 in Books) #70 in [Books > Computers & Technology > Web Development & Design > Website Analytics](#) #748 in [Books > Computers & Technology > Networking & Cloud Computing > Network Administration > Storage & Retrieval](#) #1182 in [Books > Computers & Technology > Computer Science > AI & Machine Learning > Intelligence & Semantics](#)

## Customer Reviews

Brian Clifton's **Advanced** Web Metrics with Google Analytics should, for all intents and purposes, have the term "Advanced" in bold, possibly in a gigantic type font with fun colours and exclamation marks. The first 3-5 chapters start innocently enough, and if you have been involved in web analytics or read any other material on the topic you will find it largely rehashes what you already know with a few nuggets of gold throughout. For instance, Brian's discussion as it pertains to Google's tracking of data and its privacy implications offers a wonderful metaphor relating to personal identifiable information, though his emphasis curiously seems to be trying to convince the reader, rather than positioning it as a tool that one can use to assuage stakeholders or individuals who are not sold on analytics. Chapter 4, which is mentioned is innocent enough, gives one a glimpse of what is to come when Brian delves into a discussion on regular expressions (in order to filter data via GA's

inline filter). If you are unfamiliar with a command line interface, advanced search expressions or anything of the sort, good luck. Even if you are, this section comes WAY out of left field and perhaps could have been saved for later, but the information itself is useful and I've been utilizing a number of the expressions ever since. Chapter 7 is where this book really begins, and Brian starts it off by giving an in depth explanation of how Google tracks pages and summarily applies that logic to show how one can track things like dynamic URL's (rewriting them along the way), tracking file downloads, partially completed forms (cool stuff), and E-Commerce settings (with some neat tricks and workarounds for frequent issues and problems), Flash, and a whole host of things.

I've been running Google Analytics on a number of web sites since it was first released in 2005. I've got a lot of good information out of it, but I've always suspected that I'm not using it to its full potential. Having read this book I now have a much better idea of what I'm missing and, more importantly, how I can put that right. Brian Clifton has written a really useful guide to getting the most benefit out of Google's free web analytics system. He is, of course, well-placed to do that as he leads the Google Analytics team for Europe, the Middle East and Africa. Part one is a good overview of web analytics is. Chapter one explains what web analytics is and what you can get out of it. Chapter two goes into more detail about the method that people use to analyse their web site traffic and chapter three introduces Google Analytics and explains where it fits into the web analytics landscape. Part two gives an introduction to using Google Analytics. Chapter four looks at the interface to Google Analytics. This chapter gives the reader a good free for the interactivity of the Google Analytics interface. It's this interactivity that makes Google Analytics far easier to use than many of its competitors. Chapter five looks in more depth at ten of the reports that the system generates. By the end of this chapter I was already learning new little tips about the system. Part three is about implementing Google Analytics on your web site. chapter six shows you how to tag your web pages so they are included in your reports. This is about as far as my Google Analytics knowledge goes. So chapter seven introduces ways to customise the Google Javascript code in order to have more control over what data is recorded, it was all new (and very interesting).

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